



TV OR NOT TV

The academic world has made its first tentative steps into television—a few lectures, a few seminars, a few lab demonstrations—but colleges have not yet begun to use television's vast capacity to dramatize, to amuse, to stir the senses, to unleash the imagination. Like, for example, the following:

ANNOUNCER: Howdy, folksies. Well, it's time again for that lovable, laughable pair, Emmett Twokey Magruder, Ph. D., and Felicia May Crimscott, M.A., in that rollicking, roistering fun show, *American History 101*. . . And here they are—the team that took the “hiss” out of “history”—Emmett Twokey Magruder and Felicia May Crimscott!

DR. MAGRUDER: Howdy, folksies. A funny thing happened to me on the way to my doctorate. A mendicant approached me and said, “Excuse me, sir, will you give me 25 cents for a sandwich?” and I replied, “Perhaps I will, my good man. Let me see the sandwich.”



What-um You-um Want-um?

MISS CRIMSCOTT: Oh, how droll, Dr. Magruder! How delicious! You're a regular Joe Penner! . . . But enough of badinage. Let us turn to our rollicking, roistering fun show, *American History 101*.

DR. MAGRUDER: Today we will dramatize the taut and tingling story of John Smith and Pocahontas. I will play Captain Smith and Miss Magruder will play Pocahontas.

ANNOUNCER: But first a message from our sponsor . . . Folksies, have you tried Alpine Cigarettes yet? Have you treated yourself to that fresh filtration, that subtle coolness, that extra-long, extra-efficient filter? Have you? Hmmm? . . . If not, wake your tobacconist and get some Alpines at once! . . . And now to our grim and gripping story. Picture, if you will, a still summer night. An Indian maid stands by a moonlit brook. Suddenly she hears a footstep behind her. She turns . . .

MISS CRIMSCOTT: Oh! John Smith! You-um startle-um me-um!

DR. MAGRUDER: Howdy, Pocahontas. What are you doing by the brook?

MISS CRIMSCOTT: Just washing out a few scalp. But what-um you-um want-um?

DR. MAGRUDER: I enure to see the Chief.

MISS CRIMSCOTT: You-um can't-um. Chief is leaving for Chinggo.

DR. MAGRUDER: On what track?

ANNOUNCER: And speaking of tracks, stay on the right track with Alpines—the track that leads straight to smoking pleasure, to fun, to frolic, to sweet content . . . And now back to those two gasers, Emmett Twokey Magruder and Felicia May Crimscott.

DR. MAGRUDER: Well, folksies, that's all for today. See you next week, same time, same channel.

MISS CRIMSCOTT: Stay tuned now for “William Cullen Bryant—Girl Intern.”

ANNOUNCER: And remember, folksies, there was a time when you needed to smoke two cigarettes to get what you get from one Alpine—one cigarette for light menthol, one for high filtration. Today you can get it all in a single Alpine, which means you no longer have to go around smoking two cigarettes at a time, causing your friends to snigger, and violating the fire laws.

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And speaking of TV, remember to watch Max Shulman's “The Many Loves of Dobie Gillis” on CBS every Tuesday night—presented by Marlboro Cigarettes, from the makers of Philip Morris and Alpine.



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